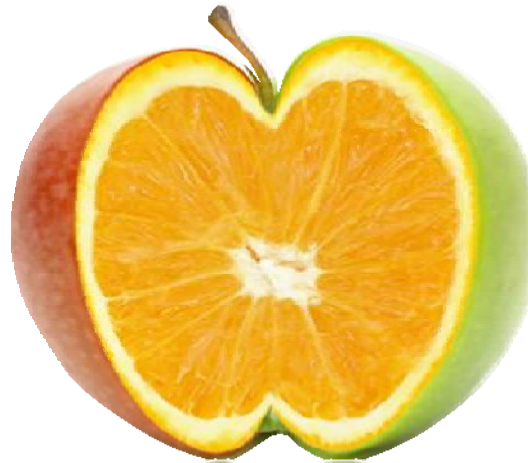


SHANZHAI — A DESIGN PARADIGM IN CHINA

Background:

- **Shanzhai** is a widespread phenomenon in the last ten years in China.
- **Definition** – Shanzhai is a secondary innovation based on imitation.
- **Character of Shanzhai products design** –
 - Cheap Price
 - Low Quality
 - Exaggerated Design
 - Creative Elements
- **Users** – The so-called grass root- the ordinary people
- **Share of the Market** – e.g. Shanzhai mobile phones
 - 2007, 150 million were sold and 10% of the global sales.
 - 2011, 20% of the global sales.
- **Related design cultures and movements** –
 - Anti-Brand
 - No-Brand
 - Mass Customisation
 - Design for Diversity
- **Shanzhai product design** in last ten years illustrates the shift from a constructed idea of a purely imitation and plagiarism to an increasingly innovation and creation.
- **The questions** –
 - Is Shanzhai a unique phenomenon in China?
 - Will the Shanzhai products become brands in the future?
 - Why is the scale of Shanzhai phenomenon in China greater than in other countries?



iPhone



iorgane

- Price: £ 800
- Apple applications only
- Price: £ 80
- Google android applications

Aim:

This study aims to explore Shanzhai phenomenon by investigating the Shanzhai product design in the early 21 century, a period of rapid industrialization, consumer revolution and urbanization in China.

Methodology:

This research investigates Shanzhai from different perspectives or paradigms to gain a holistic perspective. It combines both qualitative and quantitative research methods to contribute to the understanding of Chinese design culture. Questionnaires, interviews, case studies will be undertaken.

Summary:

This research investigates the nature of Shanzhai, the driving forces behind Shanzhai phenomenon, together with its relationship with other design culture movements, thereby providing a deeper understanding of contemporary Chinese design culture.